

B.B.A. Semester - 4 (CBCS) Examination**March/April-2024 [OLD COURSE]****CORPORATE COMMUNICATION (FOUNDATION)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Que.1(A) Write short notes. (Any One) (10)
- (1) Govind Singh
 - (2) Skavinski
 - (3) William Morris
- Que.1(B) Explain with reference to context. (Any two) (10)
- (1) The face of the girl had gone very
 - (2) He light the lantern all the life is the life of the monk.
 - (3) "Next pay day, Juan on the Twentieth."
 - (4) Three days later the resigning started
- Que.2 Answer the following questions. (Any Two) (10)
- (1) How did Morris solve the problem of theft?
 - (2) What is the problem that he faces in his work place?
 - (3) Which question is the most challenging one for Skavinski?
 - (4) How did Billy get the job?
- Que.3(A) Write a letter, holding out a legal action, to a customer who has not paid your bills though you have sent him several reminders. (10)
- OR
- Que.3(A) Write a debt collection letter to the customer, implementing your lip sympathy into action and proposing to settle the account on instalment basis.
- Que.3(B) Share Market Report. (Any one) (10)

- (1) Equities recover on speculative support

Mumbai, Feb, 10

Equities recovered smartly on the Bombay Stock Exchange (BSE) on Tuesday, following heavy buying by speculators and foreign investors. Reflecting the uptrend, the NSE sensitive index opened at 3322.04 and closed at 3377.63 showing a gain over the previous close of 3324.22.

The BSE 100 advanced by 17.40 points to 1476.72, The BSE 200 and Dollex settled at 327.98 and 152.23 compared with 325.01 and 150.81 previously. The leading operators from Calcutta were extending support to favourite scrips like TISCO and SBI. The Foreign Institutional Investors were showing interest in Colgate, Oriental Bank and Bajaj Auto.

Questions:

1. What is the trend of the market? Why?
2. How much did the BSE Sensex gain at the end of the day?
3. What is the previous closing level of the BSE 100?
4. Which companies did attract FIIs?
5. Explain the following terms;
 - a. Speculators
 - b. Scrips
 - c. Operators
 - d. Recovered

(2)

ICE Stock Suffer Sharp Setback

Mumbai,

After initial strength, InfoTech, Communication and Entertainment stocks suffered sharp setback on the Bombay Stock Exchange (BSE) on Tuesday in the wake of panic triggered by speculation of default by leading bulls.

Resulting the trend, the BSE sensitive index opened up at 4140.63 and rose to 4156.03 at early stage. However, late pressure brought it down to the day's low of 4020.68 before closing at 4069.68 as against Monday's close up 4112.69 a net fall of 43.01 points.

Market sources who expect growth directed Union Budget to be presented today, did not rule out further damage from rumours of likely payment defaults by once market mover leading broker.

Questions:

- (1) What is meant by ICE?
- (2) What is the difference between the previous closing and the day's closing?
- (3) How did the speculations of defaults by leading bulls affect ICE stocks?
- (4) What market trend is forecast for the next day? Why?
- (5) What type of the Union Budget is expected by the market?

Que.4(A) Drafting of Advertisement. (Any one) (10)

- (1) LED Smart Television
- (2) Leather Footwear
- (3) Detergent Liquid Soap

Que.4(B) Grammar. (10)

Turn the following sentences into Indirect Speech

- (1) "Were you watching T.V. last night?" Rahul said to Kavya.
- (2) "Be regular", my teacher said to me.
- (3) He said to me, "Don't play with fire."
- (4) Raj said to Ami, "Where do you want to go now?"
- (5) "What are you doing?" Sam said to his Sister.
- (6) I said, "Do you like to read Novels?"
- (7) "Oh! What an excellent idea you have got?" he said to me.
- (8) I shouted, "Raju come here and take these plates".
- (9) Ami said to Vimi, "Will you take a cup of coffee?"
- (10) The girl said, "Let me come in, Madam".
